What is Claimed is:

      1.   A method for selecting survey questions for inclusion in a survey, the method comprising:

      storing survey questions and survey response information provided by survey participants;

      determining an inclusion value for each survey question;

      selecting a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and

      providing the selected survey question to a survey participant.

      2.   The method of claim 1, wherein the selected survey question is provided to the survey participant via a computing device.

      3.   The method of claim 2, wherein the computing device is a personal computing device.

      4.   The method of claim 2, wherein the computing device is an exit kiosk.

      5.   The method of claim 2, wherein the computing device is a point-of-sale terminal.

      6.   The method of claim 2, wherein the computing device is an interactive voice response system.

7.   The method of claim 2, wherein the survey questions are stored in a location local to the computing device.

8.   The method of claim 2, wherein the survey questions are stored in a location remote from the computing device.

9.   The method of claim 1, wherein the inclusion value of each stored survey question is based on associated conditional branching logic.

10.   The method of claim 1, wherein the inclusion value of each stored survey question is based on the response variance for each stored survey question.

11.   The method of claim 1, wherein the inclusion value of each stored survey question is the response variance for each stored survey question.

12.   The method of claim 1, wherein the inclusion value of each stored survey question is based on a global inclusion value multiplier.

13.   The method of claim 1, wherein the inclusion value of each stored survey question is based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

14. The method of claims 1, wherein the inclusion value of each stored survey question is determined in substantially real-time as survey response information is stored.

15. The method of claim 1, wherein the survey question is selected because the inclusion value for the selected survey question is higher than the inclusion value of other stored survey questions.

16. The method of claim 1, wherein the survey question is selected because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

17. The method of claim 1, further comprising designating a common initial inclusion value for all stored survey questions.

18. The method of claim 1, wherein the inclusion value for each stored survey question is adjusted based on the duration of a survey.

19. A method for selecting responses to a survey question for inclusion in a non-inclusive list of available responses, the method comprising:

storing survey questions, survey responses, and survey response information;

selecting a survey question from a list of survey questions;

determining initial selection rates of survey responses corresponding to the selected survey question using the survey response information, wherein

one survey response is a fallback response, and wherein
the fallback response indicates that none of the other
responses are appropriate;

determining a reallocated value of the
fallback responses that would have been different had
`previously hidden responses been presented to previous
survey participants, wherein at least one of the
fallback responses is determined to have been the same
had the previously hidden responses been presented to
the previous survey participants;

determining an adjusted selection rate
for each response based on the initial selection rate
and the reallocated value;

selecting at least one survey response
for the selected survey question based on the adjusted
response selection rate for each response; and

providing the selected survey question
and at least one response to a survey participant.

20. The method of claim 19, wherein the
selected survey question and at least one survey
response are provided to the survey participant via a
computing device.

21. The method of claim 20, wherein the
computing device is a personal computing device.

22. The method of claim 20, wherein the
computing device is an exit kiosk.

23. The method of claim 20, wherein the
computing device is a point-of-sale terminal.

24. The method of claim 20, wherein the computing device is an interactive voice response system.

25. The method of claim 20, wherein the survey questions and responses are stored in a location local to the computing device.

26. The method of claim 20, wherein the survey questions and responses are stored in a location remote from the computing device.

27. The method of claim 19, wherein the selection rate of each survey response is calculated by dividing the number of times the survey response was selected by the number of times the survey response was presented.

28. The method of claim 19, wherein the initial and adjusted selection rates for each survey response are determined in substantially real-time as the survey response information is stored.

29. The method of claim 19, wherein the adjusted selection rate is calculated using an adder for each survey response.

30. The method of claim 29, wherein the adder for each survey response is calculated by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

31. The method of claim 19, wherein the reallocated value is the number of fallback responses to be reallocated.

32. The method of claim 19, wherein an inclusion value is used to select the survey question.

33. The method of claim 32, wherein the inclusion value is based on conditional branching logic associated with each survey question.

34. The method of claim 32, wherein the inclusion value is based on a response variance associated with each survey question.

35. The method of claim 32, wherein the inclusion value for each survey question is a response variance.

36. The method of claim 32, wherein the inclusion value is based on a global inclusion value multiplier.

37. The method of claim 32, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.

38. A system for selecting survey questions for inclusion in a survey, the system comprising:

at least one database for storing survey questions and survey response information provided by survey participants;

software and hardware configures to
5   determine an inclusion value for each survey question;
a survey application for selecting a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and
a computing device providing the
10 selected survey question to a survey participant.

39.   The system of claim 38, wherein the computing device is a personal computing device.

15   40.   The system of claim 38, wherein the computing device is an exit kiosk.

41.   The system of claim 38, wherein the computing device is a point-of-sale terminal.
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42.   The system of claim 38, wherein the computing device is an interactive voice response system.

25   43.   The system of claim 38, wherein the at least one database is in a location local to the computing device.

44.   The system of claim 38, wherein the at
30 least one database is in a location remote from the computing device.

45.   The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on associated conditional branching logic.

46.   The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on the response variance for each stored survey question.

47.   The system of claim 38, wherein the software and hardware are configured to equate the inclusion value of each stored survey question to the response variance for each stored survey question.

48.   The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on a global inclusion value multiplier.

49.   The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

50.   The system of claims 38, wherein the software and hardware are configured to determine, in substantially real-time, the inclusion value of each stored survey question as survey response information is stored.

51. The system of claim 38, wherein the survey application is configured to select the survey question because the inclusion value for the selected survey question is higher than the inclusion value of
5   other stored survey questions.

52. The system of claim 38, wherein the survey application is configured to select the survey question because the inclusion value for the selected
10   survey question is higher than a designated threshold inclusion value.

53. The system of claim 38, wherein the survey application is configured to designate a common
15   initial inclusion value for all stored survey questions.

54. The system of claim 38, wherein the software and hardware are configured to adjust the
20   inclusion value for each stored survey question based on the duration of a survey.

55. A system for selecting responses to a survey question for inclusion in a non-inclusive list
25   of available responses, the system comprising:
                    at least one database for storing survey questions, survey responses, and survey response information;
                    a survey application for selecting a
30   survey question and at least one response to the survey, wherein the at least one survey response is selected based on an adjusted response selection rate for each response, and wherein the adjusted response

selection rate is determined using hardware and
software configured to:

> determine initial selection rates
of survey responses corresponding to the selected
survey question using the survey response information,
wherein one survey response is a fallback response, and
wherein the fallback response indicates that none of
the other responses are appropriate;

> determine a reallocated value of
the fallback responses that would have been different
had previously hidden responses been presented to
previous survey participants, wherein at least one of
the fallback responses is determined to have been the
same had the previously hidden responses been presented
to the previous survey participants; and

> determine then adjusted selection
rate for each response based on the initial selection
rate and the reallocated value; and

> a computing device for providing the
selected survey question and at least one response to a
survey participant.

56. The system of claim 55, wherein the
computing device is a personal computing device.

57. The system of claim 55, wherein the
computing device is an exit kiosk.

58. The system of claim 55, wherein the
computing device is a point-of-sale terminal.

59. The system of claim 55, wherein the computing device is an interactive voice response system.

60. The system of claim 55, wherein the at least one database is in a location local to the computing device.

61. The system of claim 55, wherein the at least one database is in a location remote from the computing device.

62. The system of claim 55, wherein the software and hardware are configured to calculate the selection rate of each survey response by diving the number of times the survey response was presented by the number of times the survey response was selected.

63. The system of claim 55, wherein the software and hardware are configured to determine the initial and adjusted selection rates for each survey response in substantially real-time as the survey response information is stored.

64. The system of claim 55, wherein the software and hardware are configured to calculate the adjusted selection rate using an adder for each survey response.

65. The system of claim 64, wherein the software and hardware are configured to calculate the adder for each survey response by dividing the initial selection rate of each response by the total response

rate for all responses other than the fallback response
and multiplying the result by the reallocated value.

66. The system of claim 55, wherein the
reallocated value is the number of fallback responses
to be reallocated.

67. The system of claim 55, wherein the
survey application selects the survey question based on
the selected survey question's response variance.

68. The system of claim 67, wherein the
inclusion value is based on conditional branching logic
associated with each survey question.

69. The system of claim 67, wherein the
inclusion value is based on a response variance
associated with each survey question.

70. The system of claim 67, wherein the
inclusion value for each survey question is a response
variance for each survey question.

71. The system of claim 67, wherein the
inclusion value is based on a global inclusion value
multiplier.

72. The system of claim 67, wherein the
inclusion value is based on conditional branching
logic, response variance, and a global inclusion value
multiplier.

73. A system for selecting survey questions for inclusion in a survey, the system comprising:

means for storing survey questions and survey response information provided by survey

5   participants;

means for determining an inclusion value for each survey question;

means for selecting a stored survey question for inclusion in a survey based on the

10   inclusion value of each survey question; and

means for providing the selected survey question to a survey participant.

74. The system of claim 73, wherein the

15   selected survey question is provided to the survey participant via a computing device.

75. The system of claim 74, wherein the computing device is a personal computing device.

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76. The system of claim 74, wherein the computing device is an exit kiosk.

77. The system of claim 74, wherein the

25   computing device is a point-of-sale terminal.

78. The system of claim 74, wherein the computing device is an interactive voice response system.

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79. The system of claim 74, wherein the survey questions are stored in a location local to the computing device.

80. The system of claim 74, wherein the survey questions are stored in a location remote from the computing device.

81. The system of claim 73, wherein the inclusion value of each stored survey question is based on associated conditional branching logic.

82. The system of claim 73, wherein the inclusion value of each stored survey question is based on the response variance for each stored survey question.

83. The system of claim 73, wherein the inclusion value of each stored survey question is the response variance for each stored survey question.

84. The system of claim 73, wherein the inclusion value of each stored survey question is based on a global inclusion value multiplier.

85. The system of claim 73, wherein the inclusion value of each stored survey question is based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

86. The system of claims 73, wherein the inclusion value of each stored survey question is determined in substantially real-time as survey response information is stored.

87. The system of claim 73, wherein the survey question is selected because the inclusion value for the selected survey question is higher than the inclusion value of other stored survey questions.

88. The system of claim 73, wherein the survey question is selected because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

89. The system of claim 73, further comprising means for designating a common initial inclusion value for all stored survey questions.

90. The system of claim 73, wherein the inclusion value for each stored survey question is adjusted based on the duration of a survey.

91. A system for selecting responses to a survey question for inclusion in a non-inclusive list of available responses, the system comprising:
    means for storing survey questions, survey responses, and survey response information;
    means for selecting a survey question from a list of survey questions;
    means for determining initial selection rates of survey responses corresponding to the selected survey question using the survey response information, wherein one survey response is a fallback response, and wherein the fallback response indicates that none of the other responses are appropriate;
    means for determining a reallocated value of the fallback responses that would have been

different had previously hidden responses been
presented to previous survey participants, wherein at
least one of the fallback responses is determined to
have been the same had the previously hidden responses
been presented to the previous survey participants;

means for determining an adjusted
selection rate for each response based on the initial
selection rate and the reallocated value;

means for selecting at least one survey
response for the selected survey question based on the
adjusted response selection rate for each response; and

means for providing the selected survey
question and at least one response to a survey
participant.

92. The system of claim 91, wherein the
selected survey question and at least one survey
response are provided to the survey participant via a
computing device.

93. The system of claim 92, wherein the
computing device is a personal computing device.

94. The system of claim 92, wherein the
computing device is an exit kiosk.

95. The system of claim 92, wherein the
computing device is a point-of-sale terminal.

96. The system of claim 92, wherein the
computing device is an interactive voice response
system.

97. The system of claim 92, wherein the survey questions and responses are stored in a location local to the computing device.

98. The system of claim 92, wherein the survey questions and responses are stored in a location remote from the computing device.

99. The system of claim 91, wherein the selection rate of each survey response is calculated by dividing the number of times the survey response was selected by the number of times the survey response was presented.

100. The system of claim 91, wherein the initial and adjusted selection rates for each survey response are determined in substantially real-time as the survey response information is stored.

101. The system of claim 91, wherein the adjusted selection rate is calculated using an adder for each survey response.

102. The system of claim 101, wherein the adder for each survey response is calculated by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

103. The system of claim 91, wherein the reallocated value is the number of fallback responses to be reallocated.

104. The system of claim 91, wherein an inclusion value is used to select the survey question.

5   105. The system of claim 104, wherein the inclusion value is based on conditional branching logic associated with each survey question.

106. The system of claim 104, wherein the

10   inclusion value is based on a response variance associated with each survey question.

107. The system of claim 104, wherein the inclusion value for each survey question is a response

15   variance.

108. The system of claim 104, wherein the inclusion value is based on a global inclusion value multiplier.

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109. The system of claim 104, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.

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110. A machine readable medium having machine program logic recorded thereon for:
    storing survey questions and survey response information provided by survey participants;

30   determining an inclusion value for each survey question;

       selecting a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and

       providing the selected survey question to a survey participant.

     111. The machine readable medium of claim 110, wherein the selected survey question is provided to the survey participant via a computing device.

     112. The machine readable medium of claim 111, wherein the computing device is a personal computing device.

     113. The machine readable medium of claim 111, wherein the computing device is an exit kiosk.

     114. The machine readable medium of claim 111, wherein the computing device is a point-of-sale terminal.

     115. The machine readable medium of claim 111, wherein the computing device is an interactive voice response system.

     116. The machine readable medium of claim 111, wherein the survey questions are stored in a location local to the computing device.

117. The machine readable medium of claim 111, wherein the survey questions are stored in a location remote from the computing device.

5   118. The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on associated conditional branching logic.

10   119. The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on the response variance for each stored survey question.

15   120. The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is the response variance for each stored survey question.

20   121. The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on a global inclusion value multiplier.

25   122. The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

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123. The machine readable medium of claims 110, wherein the inclusion value of each stored

survey question is determined in substantially real-time as survey response information is stored.

124. The machine readable medium of claim 110, wherein the survey question is selected because the inclusion value for the selected survey question is higher than the inclusion value of other stored survey questions.

125. The machine readable medium of claim 110, wherein the survey question is selected because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

126. The machine readable medium of claim 110, further comprising machine program logic recorded thereon for designating a common initial inclusion value for all stored survey questions.

127. The machine readable medium of claim 110, wherein the inclusion value for each stored survey question is adjusted based on the duration of a survey.

128. A machine readable medium having machine program logic recorded thereon for:
    storing survey questions, survey responses, and survey response information;
    selecting a survey question from a list of survey questions;
    determining initial selection rates of survey responses corresponding to the selected survey

question using the survey response information, wherein
one survey response is a fallback response, and wherein
the fallback response indicates that none of the other
responses are appropriate;

5   determining a reallocated value of the
fallback responses that would have been different had
previously hidden responses been presented to previous
survey participants, wherein at least one of the
fallback responses is determined to have been the same

10   had the previously hidden responses been presented to
the previous survey participants;

           determining an adjusted selection rate
for each response based on the initial selection rate
and the reallocated value;

15   selecting at least one survey response
for the selected survey question based on the adjusted
response selection rate for each response; and

           providing the selected survey question
and at least one response to a survey participant.

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           129. The machine readable medium of
claim 128, wherein the selected survey question and at
least one survey response are provided to the survey
participant via a computing device.

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           130. The machine readable medium of
claim 129, wherein the computing device is a personal
computing device.

30   131. The machine readable medium of
claim 129, wherein the computing device is an exit
kiosk.

132. The machine readable medium of claim 129, wherein the computing device is a point-of-sale terminal.

5   133. The machine readable medium of claim 129, wherein the computing device is an interactive voice response system.

134. The machine readable medium of
10   claim 129, wherein the survey questions and responses are stored in a location local to the computing device.

135. The machine readable medium of claim 129, wherein the survey questions and responses
15   are stored in a location remote from the computing device.

136. The machine readable medium of claim 128, wherein the selection rate of each survey
20   response is calculated by dividing the number of times the survey response was selected by the number of times the survey response was presented.

137. The machine readable medium of
25   claim 128, wherein the initial and adjusted selection rates for each survey response are determined in substantially real-time as the survey response information is stored.

30   138. The machine readable medium of claim 19, wherein the adjusted selection rate is calculated using an adder for each survey response.

139. The machine readable medium of claim 138, wherein the adder for each survey response is calculated by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

140. The machine readable medium of claim 128, wherein the reallocated value is the number of fallback responses to be reallocated.

141. The machine readable medium of claim 128, wherein an inclusion value is used to select the survey question.

142. The machine readable medium of claim 141, wherein the inclusion value is based on conditional branching logic associated with each survey question.

143. The machine readable medium of claim 141, wherein the inclusion value is based on a response variance associated with each survey question.

144. The machine readable medium of claim 141, wherein the inclusion value for each survey question is a response variance.

145. The machine readable medium of claim 141, wherein the inclusion value is based on a global inclusion value multiplier.

146. The machine readable medium of claim 141, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.

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